

## ABSTRACT

A data service system includes a number of duplicate content servers that host a content file with a file name. Each of the content servers stores a version of the same content file that is referred to by a file reference. An updating engine is also provided that, when receiving an update of the content file, generates an updated version of the content file. A file name binding server is coupled to the updating engine and the content servers to generate a new file reference for the updated version of the content file. The file name binding server updates each of the content servers with the updated version by sending the new file reference to a binding table in each of the content servers. A content store is provided to store the updated version of the content file before it is fetched by a content server. Each of the content servers includes a binding table that stores the most recent file reference referenced by the file name of the content file.